

## **ABSTRACT**

A method for sell jewelry is provided including defining a collection of jewelry having a specific style and types of jewelry. A first advertising theme is developed that is in consonance with the style and types of pieces of jewelry. In addition, the advertising theme is constructed to tie the style and types of jewelry with a heritage of a target population of a geographically definable region. The collection of jewelry includes a plurality of selections of jewelry defining pieces of jewelry having a second theme of advertising. The second theme of advertising ties the selection of jewelry with sites defined in the region. The individual pieces of jewelry can be tailored from a range of being purchased as completed pieces or the pieces can be tailored to suit the needs of individual buyers.